

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE**

**Mansfield Town Hall  
Tuesday, September 27, 2011  
5:00 pm**

**MINUTES**

Present: Kristin Schwab, Janet Jones, Shawn Kornegay, and Betsy Paterson

Staff: Cynthia van Zelm and Kathleen Paterson

**1. Call to Order**

Kristin Schwab called the meeting to order at 5:07 pm

**2. Public Comment**

There was no public comment.

**3. Approval of Minutes from July 26, 2011**

Betsy Paterson moved to approve the Minutes as presented.

Shawn Kornegay seconded the motion.

The Minutes were approved unanimously.

**4. Update on Storrs Center project including communications**

Cynthia van Zelm updated the Committee on the recent progress on Storrs Center. Ms. van Zelm recognized Kathleen Paterson for her work on the construction website.

Ms. Schwab asked if there was a link to the Partnership website on UConn's website.

Ms. van Zelm said that there is one on the Lodewick Visitor Center's website.

**Ms. K. Paterson will confirm whether there are other links to the Partnership or Storrs Center websites.**

Ms. Schwab asked for a review of the different communications pieces put forth by the Partnership.

Ms. van Zelm and Ms. K. Paterson listed the following: newsletters (twice a year), annual report, monthly open houses, monthly email updates, website, facebook, and attending open houses and orientations at local schools and at UConn.

Janet Jones suggested that Partnership members could volunteer to cover some of these duties, such as staffing information tables at school events. She suggested that the Committee develop a framework for a volunteer network and train volunteers to represent the Partnership at public events.

The Committee supported this suggestion.

**Ms. Schwab will present the suggestion as part of her Committee report at the next Board meeting.**

Ms. Jones thought it would be helpful to designate what is volunteer time and what is Partnership time.

Ms. van Zelm reported that she and Ms. K. Paterson will be meeting with representatives from LeylandAlliance to discuss future marketing initiatives for the commercial piece of Storrs Center.

Ms. Schwab asked if the Committee could host a kick-off celebration with the businesses opening.

Ms. Paterson suggested tying the celebration into the *Festival on the Green* in some way.

Ms. van Zelm said she would like to start planning the next public update.

Ms. Paterson said the main thing people want to know is what leases have been signed.

Ms. Jones suggested having a site tour as part of the update.

Ms. K. Paterson suggested looking into Andrew Ewalt's idea of a virtual tour as an alternative.

## **5. Debrief on award-winning *Festival on the Green***

Ms. Paterson said that she thought the event went very well and that there was a good crowd. Some concerns that she had heard related to having the *Festival* on the same day as Cornucopia, the timing of the main musical performance, and the location of the stage.

Ms. K. Paterson said that she had spoken with the organizer of Cornucopia prior to the events. She said that, at the time, there were no concerns about the events taking away from each significantly as they tend to draw different audiences. Ms. K. Paterson said that she would reach out to the Cornucopia organizers next year if the events fall on the same date again.

The committee discussed possible stage locations to suggest to the *Festival* sub-committee. The committee all agreed that they preferred the event location in front of the high school.

Ms. Jones commented that the crowd for the Parade keeps growing each year.

## **6. Update on Public Spaces Plan**

Ms. Schwab provided a brief presentation on the work she and her students had completed to date on drafting a plan for the public spaces in and around Storrs Center, including open civic spaces, green

spaces, pocket parks, pedestrian and bike pathways, and conservation areas. Ms. Schwab said she would present the finished plan to the Board soon.

## **7. Other**

Ms. Kornegay suggested that the Partnership participate in UConn's Alumni Weekend.

Ms. van Zelm noted that she will staff an information table at UConn's Homecoming football game.

Ms. K. Paterson said that planning for Winter Fun Day would begin soon and welcomed suggestions for the event.

Ms. Schwab suggested a "Mansfield Day" at the UConn ice rink.

## **8. Adjourn**

The meeting adjourned at 6:20 pm.

*Minutes prepared by Cynthia van Zelm and Kathleen M. Paterson*